

What is Claimed is:

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1. A postage printing system, comprising:
 - a computer in operative communication with a printer for printing a postal indicia on an envelope;
 - a data center in operative communication with the computer, the computer being located remotely from the data center, the data center including a plurality of postage accounts and a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective ad data having message data and restriction data, each of the message data representative of a message, respectively, for printing on the envelope;
 - a control system in operative communication with the data center and the computer for:
 - establishing a transaction session between a user of the computer and the data center, the user corresponding to one of the plurality of postage accounts;
 - obtaining recipient address information from the user; and
 - using the recipient address information and the restriction data from the plurality of advertiser accounts to identify a subset of messages available for printing on the envelope.
 2. The postage printing system of claim 1, wherein:
 - the control system is further for:
 - receiving from the user an indication of a selected message from the subset of messages that the user authorizes for printing on the envelope.
 3. The postage printing system of claim 2, wherein:
 - the control system is further for:
 - applying a credit to the postage account corresponding to the user; and
 - applying a debit to the advertiser account corresponding to the

selected message.

4. The postage printing system of claim 3, wherein:
each of the restriction data, respectively, includes addressee restriction data and non-addressee restriction data.
5. The postage printing system of claim 4, wherein:
the addressee restriction data, respectively, includes at least information relating to one of the following: commercial/residential restrictions; demographic restrictions and geographic restrictions.
6. The postage printing system of claim 5, wherein:
the envelope includes a plurality of ad space zones; and
the non-addressee restriction data, respectively, includes at least information relating to one of the following: piece count restrictions; multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.
7. The postage printing system of claim 4, wherein:
the envelope includes a plurality of ad space zones; and
the non-addressee restriction data, respectively, includes at least information relating to one of the following: piece count restrictions; multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.
- ✓ 8. A method of operating a postage printing system, the postage printing system including a computer in operative communication with a printer for printing a postal indicia on an envelope and a data center in operative communication with the computer, the computer being located remotely from the data center, the data center including a plurality of postage accounts and a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective ad data having message data and restriction data, each of the message data representative of a message, respectively, for printing on

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establishing a transaction session between a user of the computer and the data center, the user corresponding to one of the plurality of postage accounts;

using the recipient address information and the restriction data from the plurality of advertiser accounts to identify a subset of messages available for printing on the envelope.

9. The method of claim 8, further comprising the step(s) of:
receiving from the user an indication of a selected message from the
subset of messages that the user authorizes for printing on the
envelope.
10. The method of claim 9, further comprising the step(s) of:
applying a credit to the postage account corresponding to the user;
and
applying a debit to the advertiser account corresponding to the
selected message.
11. The method of claim 10, wherein:
each of the restriction data, respectively, includes addressee restriction
data and non-addressee restriction data.
12. The method of claim 11, wherein:
the addressee restriction data, respectively, includes at least
information relating to one of the following: commercial/residential
restrictions; demographic restrictions and geographic restrictions.
13. The method of claim 12, wherein:
the envelope includes a plurality of ad space zones; and
the non-addressee restriction data, respectively, includes at least
information relating to one of the following: piece count restrictions;

multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.

14. The method of claim 11, wherein:
the envelope includes a plurality of ad space zones; and
the non-addressee restriction data, respectively, includes at least information relating to one of the following: piece count restrictions; multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.

✓ 15. A method of operating a data center, the data center in operative communication with a computer system including a printer for printing a postal indicia on an envelope, the method comprising the step(s) of:
maintaining a plurality of postage accounts;
maintaining a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective ad data having message data and restriction data, each of the message data representative of a message, respectively, for printing on the envelope;
establishing a transaction session with a user of the computer system, the user corresponding to one of the plurality of postage accounts;
receiving recipient address information from the user; and
using the recipient address information and the restriction data from the plurality of advertiser accounts to identify a subset of messages available for printing on the envelope.

16. The method of claim 15, further comprising the step(s) of:
receiving from the user an indication of a selected message from the subset of messages that the user authorizes for printing on the envelope.

17. The method of claim 16, further comprising the step(s) of:
applying a credit to the postage account corresponding to the user;
and

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applying a debit to the advertiser account corresponding to the selected message.

18. The method of claim 17, wherein:
each of the restriction data, respectively, includes addressee restriction data and non-addressee restriction data.
19. The method of claim 18, wherein:
the addressee restriction data, respectively, includes at least information relating to one of the following: commercial/residential restrictions; demographic restrictions and geographic restrictions.
20. The method of claim 19, wherein:
the envelope includes a plurality of ad space zones; and
the non-addressee restriction data, respectively, includes at least information relating to one of the following: piece count restrictions; multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.
21. The method of claim 18, wherein:
the envelope includes a plurality of ad space zones; and
the non-addressee restriction data, respectively, includes at least information relating to one of the following: piece count restrictions; multi-ad restrictions; date restrictions; ad space zone restrictions and budget restrictions.
22. The postage printing system of claim 2, wherein:
the control system is further for:
communicating a data packet to the computer, the data packet including first data indicative of a variable portion of the postal indicia and second data indicative of the selected message.
23. The postage printing system of claim 22, wherein:

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the computer utilizes the data packet to cause the printer to print the selected message in conjunction with the postal indicia on the envelope.

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